

THE MIRROR JOURNAL

Serving A Most Progressive People In The Most Prosperous District In Central Alberta

VOL. 5, NO. 23

MIRROR, ALTA., APRIL 28, 1916

5 CENTS PER COPY

SHIRTS! SHIRTS!

All Kinds and Sizes
Black work shirts .90c
Samson big shirt for big men .90c
Underware
Merino, Balbriggan and Shaw
Wood Knit Combinations.
Everything sold is guaranteed to give absolute satisfaction or money refunded.

A. THOMAS & SON
GENERAL MERCHANTS

AUCTIONEER

I am now in a position to conduct auction sales in any part of Alberta and will assure my many friends my best efforts. Terms reasonable. If you intend holding an auction sale, consult me before engaging another.

A. J. Ray, Auctioneer
Write, Phone or Call Mirror, Alta.

Sweat Pads

A full stock of red and yellow
SWEAT PADS at .50 cents each.

DUITMAN & JOHNSON
Hardware Merchants

LOCAL EVENTS

Dr. M. Mecklenburg, the graduate optician, 32 years experience, 12 years in Alberta, Edmonton office 208 Williamson Bldg., Phone, 5225, will again be in Mirror on Friday, May 5, Hours 9 to 1 p.m. and at Alix, Thursday, May 4th from 2 to 8 p.m.

NOTICE—A concert will be given by the Mirror Red Cross Society, on Empire Day, May 23rd. Particulars later.

Miss Barbara Arnott spent Easter with friends at Huxley.

Andy Little spent Easter with friends at Delbourne.

O. Thompson visited his parents at Botha, on Good Friday.

F. Hoffman and family, of Tees, motored thru here last Wednesday on their way to Hanna, being accompanied by Earl Estell.

A number of our local Odd-fellows attended the meeting of Alix Lodge, No. 24, on Wednesday evening.

The Wainwright Haynes motion Picture Co. showed another series of excellent films on Tuesday evening to a rather small audience. Mr. Wainwright says he will try it again on 15th of May, and he hopes to see a larger crowd on that date which will encourage him to come back again each month.

There will be no service in St. Monica's Church next Sunday, April 30th.

The Mirror School ball nine opened the baseball season on Saturday last by trouncing the juvenile team at Alix to the

DIED

Near Mirror, on Thursday, April 27th, 1916, Charles William Dodson, aged 55 years and 27 days.

FUNERAL will be conducted by Ionia Lodge, No. 45, A. F. & A. M., on Sunday, April 30th. Service at the home at 1 o'clock in the afternoon. Interment in Mirror Cemetery.

tune of 17 to 7. The Mirror team: Clarence Ray c.; Roy Merkley, p.; Milton Merkley, 1st b.; Frank McLeod, 2nd b.; Claud Mott, 3rd b.; Andy Lakey s.s.; Dave Smith c. f.; George Ray, r. f.; Ralph Lakey, l. f. Umpires, Principals Carman of Alix, and Peatty, of Mirror. Some heavy hitting by the Mirror ball tossers featured the game. A return double header will be played in Mirror in the very near future.

The boys take this opportunity of publicly thanking A. R. Hopkins and A. J. Ray for their kindness in donating the rigs for transportation to Alix.

The Women's Guild of St. Monica's Church will hold their annual sale of fancy work, etc., on Friday, May 19th, in the Library Building. Lunch will also be served for a small fee.

LADIES.—The Red Cross Society will hold a Bandage Afternoon in the Library Building next Tuesday, May 2nd.

D. W. McDerby, of Calgary, representing the Remington Typewriter Co., was in town on Thursday.

Miss Ruth Bergner returned on Friday of last week from Edmonton, where she has been taking a course in the Alberta College.

Miss E. M. Brewster was a visitor in Bashaw last Tuesday.

The Bashaw contingent for the medical corps expect to leave for Calgary next Monday.

A. J. Ray and J. Irwin, buyer for Security Elevator Co., at Mirror, were visitors in Stettler this week.

K. B. Iveson left on Thursday for a short trip to Wainwright.

A. R. Hopkins was a Stettler visitor this week.

Frank Tulloch returned last Tuesday from Rochester, Minn., where he went with Mrs. Tulloch some time ago. Mrs. Tulloch is now well on the road to complete recovery, which will be welcome news to her many friends.

Next Monday, May 1st, is regular meeting night for the Village Council. The School Board meets at 10 a.m., May 4th.

NOTICE—A ten cent tea will be served by the Mirror Red Cross, on Saturday, April 29th, in the Library Building, from two to six p.m.

An invitation is extended to all young people to attend the final meeting of the Young People's Society at the home of Miss E. Brewster, on Friday evening, May 5th. The entertainment will be of a social order.

SEEDS! SEEDS! SEEDS!

Now is the time to get your garden started. I have a full stock of fresh seeds, including Runnies, McKim's and Perry's snap, etc. Following seeds in bulk:

Peas	Squash	Carrot	Sweet Peas
Beans	Salsify	Sugar Beet	Nasturtium
Radish	Turnip	Garden Beet	Sunflower
Corn	Rape	Parsnip	Pop Corn

Bulk Seeds are much cheaper than in packages—I sell them at Catalogue Prices and save you postage or express.

CHAS. L. SUGGETT, Phm. B.
Druggist and Chemist :-- Mirror

MIRROR LIVERY & FEED STABLES

A. R. HOPKINS, Prop.

Screened Lump Coal
Best on Market

\$5.00 Per Ton, Delivered

TELEPHONE HOPKINS

Just Arrived

A well assorted stock of white-fleece goods. Plow, Wagon and Buggy Singletrees and Doubletrees. Wagon Sets complete. Three and four horse owners complete. Stock of Oak lumber, 1 in. to 4 in. thick.

J. F. Flewelling, Agent

Mc CORMACK LUMBER CO.,

Dealers In

LUMBER, MOULDINGS, SASH, DOORS, GLASS
PAINTS, VARNISH, OILS, BRICK,
LIME, CEMENT, COAL, Etc.

W. C. McCormack, Mgr.

Mirror, Alta.

Just Arrived

A shipment of Hats comprised of Men's Felt, Men's Spring Caps, Engineer's Caps, Women's and Children's Straw Hats at right prices.

New Maple Syrup will arrive in a day or two.

Don'tea Tea, Have you tried it? specially good per pound 40c
Good Roasted Spices Coffee 3 pounds for \$1.00.

Very Special-Fine Juicy Lemons, per dozen 25c

PANRUCKER & HOLLAND

Mirror and Alix

Production and Thrift

"To win the war with the decisiveness which will ensure lasting peace, the Empire will require to put forth its full collective power in men and in money. From this viewpoint it is our true policy to augment our financial strength by multiplying our productive exertions and by exercising rigid economy, which reduces to the minimum all expenditures upon luxuries and non-essentials. Only in this way shall we be able to make good the loss caused by the withdrawal of so many of our workers from industrial activities, repair the wastage of the war, and find the funds for its continuance. It cannot be too frequently or too earnestly impressed upon our people that the heaviest burden of the conflict still lies before us, and that industry and thrift are, for those who remain at home, supreme patriotic duties upon whose faithful fulfillment our success, and consequently our national safety, may ultimately depend."

SIR THOMAS WHITE, Minister of Finance.

**PRODUCE MORE, SAVE MORE.
MAKE LABOUR EFFICIENT.
SAVE MATERIALS FROM WASTE.
SPEND MONEY WISELY.**

LET US PRODUCE AND SAVE—

The war is now turning on a contest of all forces and resources—men, munitions, food, money. The call to all is to produce more and more. It may be necessary to work harder. The place of those who enlist must be taken by those at home, men and women, old and young. The more we produce the more we can save. Produce more on the farms and in the gardens. Save more and help to win the war.

LET US NOT WASTE OUR LABOUR—

In this war-time all labour should be directly productive or should be assisting in production. Make it as efficient as possible. If your labour is on something that can be postponed, put it off till after the war and make your labour tell now. Making war is the first business of all Canadians. Efficiency in labour is as important as efficiency in fighting.

LET US NOT WASTE MATERIALS—

Begin at home. The larger portion of salaries and wages is spent on the home—food, fuel, light, clothing. Are any of these things being wasted? \$20.00 a year saved from waste in every home in Canada will more than pay the interest on a war debt of \$200,000,000.

LET US SPEND OUR MONEY WISELY—

Are you spending your money to the best advantage? What do you think of extravagance in war time? Tens of thousands of Canadians are daily risking their lives for us at home. Is it not our duty to be careful and economical? Canadian dollars are an important part of the war equipment. Make them tell. Have a War Savings Account. Buy a War Bond.

THE GOVERNMENT OF CANADA

THE DEPARTMENT OF AGRICULTURE

THE DEPARTMENT OF FINANCE

The Mirror Journal

Published every Friday at Mirror
Alberta.
W. J. GOOD, Proprietor

Subscription Rates
Ten pence in Canada, \$1.00
the U. S. \$1.50 per Year.

Advertising Rates
Legal and Municipal Advertising, 12
cents per line for first insertion; 10
cents per line for subsequent insertion.

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tions.

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Display Advertising Rates given on
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All Contract Advertising Accounts
payable at the end of each month.

FRIDAY, APRIL 28th, 1916

An Ideal Girl

From a Man's point of view

Her height should be about 5 ft. 5 in. and her weight 130 lb. I do not care to see extra small hands or feet yet they must not be too large but just in proportion so they will not attract attention either way. I am not particular about the color of her hair except I do not like too light hair or red hair any other color is all right and I like to see a girl have a good heavy head of hair and well taken care of. Her complexion may be either light or dark the kind doesn't matter as long as it is natural, clean and the kind sold in boxes at drug stores. I do not like real dark eyes any other color is all right but they must not be dreamy but wide open with a light in them that speaks of intellect back of them. Her ears must be large enough to hear any call for comradeship or help in time of trouble, but not large enough to hear unkind or vicious remarks. Her nose must not be too large nor too small must not turn up too much nor down too much, nor stick out far, enough to get in any one else's business. Her mouth should not be too large and it should be always clean both strictly and figuratively speaking. This is my picture of an Ideal Girl, but along with this she must combine three qualities. She must be honest, sensible and industrious. Honest not only in dollars and cents, but honest to God and her womanhood. Sensible in what she does and will not say or do in her dress and behavior and in her every action and decision. I think a sensible girl will be a religious girl, capable of deep thinking and looking farther on and up than the ball room and the foolish pleasures that produce rapture for an hour and de-pair ever after. Then by industrious I mean not so much that way that she wants to do her own work inside and a man's work outside, but industrious enough to be what the bible says. God intended her to be a helpmate for man. A girl such as I have described, even though she was homely enough to stop a clock, would be a beautiful girl and her beauty is of the kind little children like, good men love and God himself glories in. I pay very little attention to great beauty. Of course we all admire the girl that looks pretty, talks nice and acts sensible out in society but we are only out in society

a very small part of our time and if this is all a girl is good for she doesn't amount to much. But the girl that is honest, sensible and industrious in the full meaning of those words is the one we all like and can depend on. In her honesty we can safely trust our love and tenderest emotions with her good sense and wisdom she will cheer us when we are down hearted and be a wise counselor in all affairs of life. And her industry will make her a partner in every sense a helper who does her part in building and maintaining that most sacred and happy institution this side of heaven—A happy home.

Local Events

Miss Pym, who arrived in Calgary last Wednesday from England, is visiting at the home of her brother, F.G. Exmoor Rauche, near Mirror. She will spend the summer here.

The Primary room has been closed this week on account of the absence of the teacher, Miss E.S. Albrecht, who is attending the Provincial Teachers' Convention at Edmonton.

A sudden change in the wind necessitated some of the fire fighters in town getting a move on to prevent the fire from doing damage. Last Thursday

Mrs. Geo. Thomas and Mrs. A. J. Ray were visitors in Alton last week.

Mrs. A. G. Holland returned on Tuesday from an enjoyable Easter holiday with relatives in Calgary.

The members of the Ladies' Aid to the number of thirty five, of the Bashaw and Mirror Methodist Churches gathered at the home of Mrs. B. Bunnell midway between the two places on Thursday afternoon last. The gathering was a surprise and had for its object a shower of household necessities in honor of Mrs. L. M. Bergner, who lost nearly everything in the recent fire. Rev. Clegg, of Bashaw addressed the members and then presented the gifts to Mrs. Bergner, who thanked the ladies individually for their kindness. Dinner was served and altogether the gathering was a most enjoyable one.

Mr. and Mrs. Geo. L. Ingram, of Revelstoke, B.C., were visitors with Mr. and Mrs. E.A. Hoagie for several days last week. The ladies are sisters. Mr. Ingram is a C.P.R. engineer running out of Revelstoke.

When To-day is To-morrow

How easy it is to mix up the average business man was demonstrated the other day when the son of a local merchant leaned against his father's knee and innocently asked—
Daddy is today tomorrow?
No my son, of course today isn't tomorrow, answered the father.

But you said it was, continued the son.
When did I ever say today was tomorrow?

Yesterday, answered the son.
Well it was; today was tomorrow yesterday, but today is today today, just as yesterday was today yesterday, but is yesterday today, and tomorrow will be today tomorrow, which makes today yesterday and tomorrow all at once. Now run along and play, and the father collapsed into his chair with a sigh of relief.

It is just as easy to "fiddle" as it is to be "fiddlerless".
Possibly the greatest of fiddles, as it's playing or fiddling, is love and not made. That makes no difference to you, playing or fiddling.
Robin Hood Flour
The 40,000,000 ROBIN HOOD COOK BOOK, prepared by Mrs. Mary, the world's greatest authority on cooking, is now on sale at the "Ladies' Home Journal" and makes of yourself a real expert on the subject. You can be second to none in the kitchen by having this book in every study of yours.
The 40,000,000 ROBIN HOOD COOK BOOK, prepared by Mrs. Mary, the world's greatest authority on cooking, is now on sale at the "Ladies' Home Journal" and makes of yourself a real expert on the subject. You can be second to none in the kitchen by having this book in every study of yours.

PANRUCKER & HOLLAND

Exclusive Mirror Agents

The Meadow Creamery Co., Ltd.

ALIX, ALBERTA

Opening Announcement--

We beg to announce that we will begin operations at the above address on MONDAY, the FIRST DAY of MAY when your patronage will be greatly appreciated.

We aim to pay the highest prices and are anxious to give you A SQUARE DEAL and Entire Satisfaction. TRY US.

Accounts will be paid weekly (first Monday or Tuesday) or if you prefer we will pay you cash for each shipment.

YOURS TRULY,

The Meadow Creamery Co., Limited.

St. Monica's Church

The Rt. Rev. Cyprian Pinkham, Bishop of the Diocese will hold a Confirmation in St. Monica's Church, on Sunday, May 7th, at 3 p.m. We hope that all our people will make a special effort to be present. There will be a reception for members of the congregation in the rectory from 2.30 to 4.00 on Monday May 8th.

W. C. McCormack is a business visitor in Calgary this week.

Jas. J. Cairns, north-west of Mirror, has a field of Marquis wheat which is making rapid progress being three inches above the ground. A portion of the crop is on old land while the balance of the 37 acres is on breaking.

If you know of a family who spent the summer months at a resort, why not try to get them to make their home in Mirror next summer. Buffalo Lake affords pleasures untold for all. Hunting, fishing and boating, and while we have no hot springs, the lake is a solid stretch of water, thirty miles long.

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

HONOR ROLL OF MIRROR VOLUNTEERS

Freel, A. Day
Myrl Hart
Ronald M. Pym
H. P. Crittall
Chas. Durand
Geo. Robinson
James MacKintyre
Gillies MacKintyre
Floyd Morley
Yon. Whitford
Frank Harvey
Fred Dawson
Alex. Cormack
Fred Haskett
Guy Davidson
J. W. Gullenkamp
Robert Campbell
Ike Barton
Harold Edgar
Harold Philster
W. Mackie
Earl Halpin
Fred Doveswell
Rev. E. Barnes
Jack Lowe
Murray Cassidy
G. H. Henriksen
A. C. Hine
H. D. Hickling
Nelson Duhaime

We are not positive whether the above list is complete or not and would appreciate any information that might assist in adding further names to the roll.

Follow Instructions When Writing

In order to facilitate the handling of the mail at the front and to insure prompt delivery it is requested that all be addressed as follows:—

- Regimental Number.
- Rank.
- Name.
- Squadron, Battery (or Company).
- Battalion, Regiment or other unit Staff Appointment or Department.
- CANADIAN CONTINGENT.
- British Expeditionary Force.
- Army Post Office, London, England.

Unnecessary mention of high formations, such as brigades, divisions, is strictly forbidden and causes delay.

Business :- Professional

H. J. RAYMER

NOTARY PUBLIC, CONVEYANCER
Real Estate, Loans and Insurance—Fire, Life, Accident
MIRROR, ALBERTA

AUCTIONEER

C. GILMOUTH - ALIX ALTA
Sales cried anywhere in the Province of Alberta
Satisfaction Guaranteed
Phone 402-Alix for Prompt Service

Information Column :-

For Sale, 1/2 section of good hay land, good water on place. Cuts from 1 1/2 to 2 tons per acre. 3 miles from Mirror and close to shipping point. For particulars, call or write R.S. Cairns Mirror, Alta.

Farmers—Send your cattle and horses to us and have them housed and made into robes and coats. We also line robes with best plushette. We use first class harness leather, lace and halter leathers.
J. G. McKinley & Sons
Camrose Robt Tannery

Village of Mirror NOTICE

In the matter of the Court of Confirmation of the Tax Enforcement Return of the Village of Mirror.

Take notice that His Honor Judge J. J. Mahaffy, Judge of the District Court of the District of Red Deer, has appointed Thursday, the First day of June, 1916, at 3 o'clock, in the afternoon, at the Council Chamber, in the Village of Mirror, as the time and place for holding the Court of Confirmation of the Tax Enforcement Return for the Village of Mirror for 1916.

Dated at Mirror, Alberta, this 28th day of March, A. D. 1916.
W. J. Good, Sec.-Treas., Mirror 28-3-16

Dr. M. Moncklenberg, graduate optician, the old reliable will be in Mirror on Friday, May 6th, from 9 a.m. to 1 p.m.

Mrs. H. W. Higgins

Maternity Nurse

Years of experience.
Terms Reasonable.

Cases taken either at my home or at the home of patient.

Mirror, Alberta

IMPERIAL HOTEL

Heagle Bros. Proprietors

First Class Accommodation
To Travellers

Mr. Farmer:
When in town, call and get your meals with us and enjoy the free accommodation we offer you

JIM LEE HAND LAUNDRY

Collars, Shirts Family Washing
First Class Work Guaranteed

Suits Cleaned, Pressed and Repaired

PRICES REASONABLE

MONEY TO LOAN

Will attend in Mirror at Imperial hotel every Tuesday afternoon. Anyone requiring a loan on their farm should see me. I am also prepared to give dates for forthcoming auction sales.

A. J. FRANK

Mirror Pool Hall and Barber Shop

For Your Pipes Cigars and Tobaccos
New Stock

R. E. Coleman, Prop.

DR. A. E. SHORE

Alix, Alta.

Makes regular trips to Mirror every Tuesday and Friday P. M.

J. M. CROOK

Drayage and Express

When in need of that next load of coal, let me know. Prompt Delivery
Leave Orders at Pool Hall.



ROY WILKIN

Will stand for the Season 1916
BOB. BOWCOTT, Mirror
Owner and Groom.

Subscribe for
The Journal
NOW